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Via email

Steve Piaseck  
Planning Official, The City of San Jose  
cc: Kansen Chu, Dave Cortese, Joseph Horwedel, John Baty, Rebecca Bustos

RE: Potential violation of current trend for upscale development in North San Jose

Dear Mr. Piaseck,

There are many upscale development projects currently being pursued in North San Jose and Santa Clara. Some examples in North San Jose include the new Samsung campus, a Marriott hotel, and many new luxury apartment complexes. Santa Clara is planning a \$1.5B City Center project, which is being described as a larger Santana Row, adjacent to San Jose near 237. Even though this City Center project is in Santa Clara, it is certain to bring a huge boost to the value and popularity of the nearby San Jose area close to 237. Clearly, if this trend for upscale development continues, the portion of San Jose north of Montague Expressway has the potential to become a real shining star in Silicon Valley.

With this goal in mind, it is important for the City of San Jose to be careful to only approve development projects that are consistent with this high-class trend.

Unfortunately, the currently-proposed Trammel Crow project in Alviso (PD13-039) is a perfect example of the wrong type of development. Anyone familiar with the project can clearly see from the plans that the buildings, which are deceptively labeled as "manufacturing", are perfectly suited for warehouse distribution. Rod Vogel, a managing director at the equity company working with Trammel Crow on the project, said that "warehouse distribution" is part of their planned goals for the property. (Source: <http://news.theregistrysf.com/more-speculative-development-planned-for-silicon-valley/>.) It seems that the buildings are only labeled as "manufacturing" in order to fool the Planning Department into approving the project. Obviously, when you construct a building perfectly suited for warehouse distribution, it is probably going to be used for warehouse distribution.

In addition to creating virtually no new jobs, warehouse distribution and trucking centers are a perfect example of low-class development. The San Jose Planning Department should reject the current proposal, and insist on an upscale project that will create jobs.

Santa Clara is building a spectacular \$1.5B City Center. About a thousand yards away, San Jose is going to build a trucking and warehouse distribution center? Is this the best San Jose can do?

Regards,

Jim Sweet  
Alviso Resident